



WPLG

# ORDER

Print Date 10/22/12 Page 1 of 3

Flight Dates 10/23/12-10/28/12

Contract / Revision 262789 /

Original Date / Revision  
10/22/12 10/22/12

Advertiser ISS/Citizens United for Refo

Product

Agency Com 15%

Billing Contact

622 Banyan Trail #250  
Boca Raton, FL 33431

Agency Digital Engage

Buying Contact

622 Banyan Trail #250  
Boca Raton, FL 33431

Sales Office MIA

Sales Region LOC

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A55+

Rev Codes AGY POL ISSUE

Product Codes PL-Ballot-Related

Priority P-2

Advertiser Ref

Primary Account Executive  
Local House

Account Executive	Order%	Start Date	End Date
Local House	100%		

Order Share 43% Market Value 191627

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	12%	22995
WPXM	%	0
WSVN	37%	70902
WTVJ	8%	15330

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	37	\$70,040.00	\$82,400.00	0.00	10/01/12	10/28/12	37	\$70,040.00	\$82,400.00
Totals	37	\$70,040.00	\$82,400.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPLG	10/23/12	10/28/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-630am (6:00 AM-6:30 AM)	--WTF--	:30	2	\$1,500.00	P-2	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		2			\$1,500.00		0.00			
N 2	WPLG	10/23/12	10/28/12	M-F 6a LCL News LCL 10 News @ 6am	CM	630-7am (6:30 AM-7:00 AM)	--WTF--	:30	2	\$1,500.00	P-2	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		2			\$1,500.00		0.00			
N 3	WPLG	10/23/12	10/28/12	M-F 7-9a GMA Good Morning America M	CM	7-730A (7:00 AM-7:30 AM)	--WTF--	:30	2	\$1,800.00	P-2	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		2			\$1,800.00		0.00			
N 4	WPLG	10/23/12	10/28/12	M-F 7-9a GMA Good Morning America M	CM	730A-8A (7:30 AM-8:00 AM)	--WTF--	:30	2	\$1,800.00	P-2	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		2			\$1,800.00		0.00			
N 5	WPLG	10/23/12	10/28/12		CM	8-830A	--111--	:30	3	\$1,800.00	P-2	0.00 NM	3	\$5,400.00



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Contract / Revision **262789** Flight Dates **10/23/12-10/28/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **ISS/Citizens United for Refr** Product

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9a GMA											
				Good Morning America M		(8:00 AM-8:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--		3				\$1,800.00		0.00			
N 6	WPLG	10/23/12	10/28/12	M-F 7-9a GMA	CM	830-9A	--WTF--	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
				Good Morning America M		(8:30 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		2				\$1,800.00		0.00			
N 7	WPLG	10/23/12	10/28/12	M-F 5p LCL News	CM	5-530p	--WTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
				Local 5p News		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		2				\$1,200.00		0.00			
N 8	WPLG	10/23/12	10/28/12	M-F 5p LCL News	CM	530-6p	--WTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
				Local 5p News		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		2				\$1,200.00		0.00			
N 9	WPLG	10/23/12	10/28/12	M-F 6p LCL News	CM	6-630pm	--111--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
				M-F Local News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--		3				\$2,000.00		0.00			
N 10	WPLG	10/23/12	10/28/12	M-F 11-1135P	CM	11-1135P	-1111--	:30	4	\$4,500.00	P-2	0.00	NM	4	\$18,000.00
				M-F 11-1135P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--		4				\$4,500.00		0.00			
N 11	WPLG	10/23/12	10/28/12	M-F 7p Wheel of Fortune	CM	7-730pm	--111--	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
				M-F Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--		3				\$3,000.00		0.00			
N 12	WPLG	10/23/12	10/28/12	M-F 730p Jeopardy	CM	730-8pm	--111--	:30	3	\$4,000.00	P-2	0.00	NM	3	\$12,000.00
				M-F Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--		3				\$4,000.00		0.00			
N 13	WPLG	10/23/12	10/28/12	Sa GMA	CM	8-830am	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Sat/Good Morning Americ		(8:00 AM-8:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$1,800.00		0.00			
N 14	WPLG	10/23/12	10/28/12	Su GMA	CM	8-830am	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Su GMA		(8:00 AM-8:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$1,800.00		0.00			
N 15	WPLG	10/23/12	10/28/12	Su GMA	CM	830-9am	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Su GMA		(8:30 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$1,800.00		0.00			
N 16	WPLG	10/23/12	10/28/12	9AM-Sat LCL 10 News	CM	9-9:30am	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Local 10 News Saturday (		(9:00 AM-9:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$1,200.00		0.00			
N 17	WPLG	10/23/12	10/28/12	Su Wknd Early News	CM	various	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				Sunday Weekend Early N											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WPLG

Print Date: 10/22/12

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Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **ISS/Citizens United for Refr** Product

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 17	WPLG	10/23/12	10/28/12	Su Wknd Early News	CM	various	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00	
				Sunday Weekend Early N												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$2,500.00		0.00							
N 18	WPLG	10/23/12	10/28/12	M-F 5a LCL News	CM	530-6am	--WTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00	
				LCL 10 News @ 5am												
				(5:30 AM-6:00 AM)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--WTF--	2		\$650.00		0.00							